CLAIMS

1. A storage container comprising:

a soft bag member that stores a predetermined matter therein;

a fold deformed into a constant shape when a pressure is applied to the bag member or the fold deformed when the stored matter is reduced in volume; and

a grasp guiding unit that is provided on an outer peripheral surface of the bag member, and that guides a user to a grasp position, wherein

the bag member is reduced in volume while being deformed into a constant shape along the fold by applying an external pressure to the bag member or by reducing an internal pressure of the bag member.

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The storage container according to claim 1, wherein the bag member is a polyhedral member having three or more surfaces, and

the fold is formed so that one of the three surfaces
on which the fold is formed is bent toward an inside of the bag member.

- 3. The storage container according to claim 1, wherein a mark for notifying the user of a position of touching a finger when the user grasps the bag member is employed as the grasp guiding unit.
- 4. The storage container according to claim 3, wherein a recess or a through hole formed in a sheet member is employed as the mark, the sheet member provided on an outer peripheral surface of the bag member or formed integrally with the bag member and having higher rigidity than the bag member.

5. The storage container according to claim 3, wherein a friction surface having a higher frictional coefficient with respect to the finger of the user than a frictional coefficient of a surface of the bag member is formed as the mark.

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- 6. The storage container according to claim 1, further comprising a deformation assisting unit that assists deformation of the bag member so that the bag member reduced in volume is bent along the fold.
- 7. The storage container according to claim 6, wherein a rigidity enhancing member that makes a part of the bag member higher in rigidity than remaining parts of the bag member is employed as the deformation assisting unit.
- The storage container according to claim 7, wherein the bag member includes two flat portions facing each
 other, and

a flat plate member fixed to at least a part of the flat portions is employed as the rigidity enhancing member.

The storage container according to claim 7, wherein
 the rigidity enhancing member is provided on the outer peripheral surface, and

the grasp guiding unit is provided on the rigidity enhancing member.

30 10. An image forming apparatus, wherein the storage container according to claim 1 is employed as a replaceable storage container that stores a matter to be consumed at an image forming step of forming an image on

- a recording material.
- 11. The image forming apparatus according to claim 10, wherein
- the matter to be consumed is toners for forming the image formed on the recording material.